

Bold Value Selling

Equip your sales team with the capabilities, process, and tools to win more predictably and profitably.

WHAT YOU WILL GAIN

Today's buyers demand more than legacy sales methods were built to deliver. Armed with AI and buried in noise, they expect greater value, involve more stakeholders, and scrutinize every investment. Most methods stop at problems and solutions, which is where deals stall, discounts creep in, and forecasts slip.

Bold Value Selling closes that gap. Powered by the Bold Value Method™, it equips your salespeople to disrupt the status quo with relevant value, connect immediate needs to strategic priorities, and strengthen stakeholder confidence at every stage.

The result is a healthier pipeline, fewer stalled decisions, less discounting, and more wins delivered through one predictable, repeatable system your whole team can run. Your teams gets 12 months access to the videos.

HOW IT WORKS

Built for busy teams, it blends live workshops tailored to your business, on-demand videos, and a playbook of 30+ customizable tools across 10 progressive modules.

FROM FIRST OUTREACH TO CLOSE

Across the full pre-sale cycle, your team builds the skills that turn everyday sales interactions into stronger pipeline, faster decisions, and more profitable wins.



Prepare for success by sharpening selling skills



Engage with bold messages that motivate action



Advance by uncovering every stakeholder's value gap



Lead a confident closing process and gain referrals

WHY IT MATTERS

The way you equip your salespeople shapes how your buyers experience your company. When sellers are given a shared process, a common value language, and practical tools, buyers feel the difference in every conversation.

Companies with a clearly defined sales process see 56% more revenue from upsells, 5X greater revenue from referrals, and 18X faster sales cycles, according to Aberdeen Group research. Yet only 36% of small to mid-sized businesses have one.

EQUIPS YOU TO ACHIEVE

- Win more consistently with one shared process every salesperson can lead
- Prevent stalled deals by aligning value to what each stakeholder actually decides on
- Protect margin by positioning your solution as an investment rather than a commodity
- Build pipeline with prospecting that earns replies instead of getting ghosted
- Turn closed deals into referrals and revived leads, lowering your cost of new opportunity
- Shorten ramp time for new sellers



Bold Value Selling

Equip your sales team with the capabilities, process, and tools to win more predictably and profitably.

The Bold Value Selling course equips your team across twelve progressive modules following the full pre-sale cycle, from territory planning through close and referral. Live workshops, on-demand videos, and 30+ customizable tools turn learning into field execution.

PREPARE

Module 1: Today's Buyers Demand More

Understand the mindset of high-performing salespeople and learn to map every stakeholder so your team tailors messages for maximum impact.

Module 2: High-Performance Territory Planning

Learn the process to evaluate your territory and plan like a CEO. With a research-backed, one-page prospecting plan they stay focused on their goals.

Module 3: Soft Skills

Build the emotional intelligence skills that support success at each stage. Apply the DRIVE mindset to prepare effectively, listen deeply, adapt to buyers, and earn trusted advisor status.

ENGAGE

Module 4: Bold Value Discovery

Ask the questions that qualify leads, quantify challenges to uncover the Full Value Gap to build your case, and motivate buyers to take confident action.

Module 5: Power Prospecting

Break through the noise with BOLD value and pursue leads using the POWER framework across LinkedIn, cold calls, email, and trade shows.

Module 6: Master the Meeting

Lead meetings people want to attend. Capture attention, handle objections, showcase value, and inspire action, turning every meeting into a step toward closing.

ADVANCE

Module 7: Bold Winning Strategy

Craft a one-page deal-winning strategy that turns the Full Value Gap into a proposal that showcases your bold value and positions you to win with more.

Module 8: Perfect Pitch

Lead more confident, persuasive presentations with captivating openings, bold value-driven messages, and simple, powerful visuals.

Module 9: Team Selling

Prepare and lead productive team prep sessions and coach senior leaders and subject matter experts to deliver customer-focused messaging that carries the team to victory.

LEAD

Module 10: Lead to Close

Confidently ask for the sale and handle objections, negotiations, and follow-ups with a structured, results-driven process that secures commitments and closes more deals.

Module 11: Referrals & Revive

Boost your pipeline with warm referrals and revived leads using the A.S.K. for Referrals model and the Sales C.P.R. process.

Module 12: Virtual Selling

Lead stronger virtual meetings, build the rapport that humanizes online interactions, boost social selling, and strengthen CRM use for sustainable results.